



MMC 2740 Introduction to Media and Sports Spring 2020 – 17722 (0126)

Instructor: Andrew Selepak, PhD
Office hours: Tuesday Period 8, Thursday Period 8
Office: Weimer Hall 3053
Email: aselepak@ufl.edu

Class: Tuesday Period 6 (12:50-1:40)
Room: Florida Gym 0245

Course Description:

This one-credit course is designed to provide introductory study and analyses of sports professions with respect to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and sports communications, as well as owning your own sports business and working for a sports team. The course will include weekly speakers working in sports positions who will provide insight and advice on careers in sports and media. In addition, students will earn two certificates in sports networking to further their careers.

There is an increasing need for highly trained and educated professionals in sports media and communications and for a better understanding in society of the relationship between sports and the various media. This course will provide a critical basis for creating this understanding as well as introductory knowledge relevant to the various sports media professions.

Course Objectives:

- (1) Develop an understanding of the various sports communications professions
- (2) Provide basic knowledge of the responsibilities and skills necessary for sports media and sports communications professionals
- (3) Understand basic issues related to ethical practices in sports media professions
- (4) Establish introductory knowledge of the business of sports and media
- (5) Establish understanding of a wide variety of sports and sports events with respect to media coverage and career opportunities
- (6) Distinguish differences in professional and amateur sports
- (7) Obtain an awareness of the opportunities available in Weimer
- (8) Provide an environment to learn about women working in sports
- (9) Develop and understanding of networking and professional development in sports

Credit Hours:

One Credit

Course Prerequisites:

None

Course Readings:

All readings and multimedia content will be available through the Work In Sports online courses.

Attendance Policy:

Attendance in the class is required and critically important. Excused absences include approved UF attendance exceptions or documented illness. For excused absences, provide documentation to your instructor for the reason you missed class within 24-hours of the time of the missed class. In all instances of excused absences the instructor and student will work out a plan for completing missed course material.

For any missed work due to an excused absence, you will have until the following week of the missed class to submit your work or complete any missed Speaker Quizzes. Failure to make-up work or quizzes missed by the next class for excused absences will result in a zero for the assignment.

You will not be able to make-up Sports Knowledge Quizzes with an excused absence, but your grade will be entered as a blank and it will neither help nor hurt your grade.

You will not be permitted to makeup assignments or quizzes missed due to an unexcused absence.

Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Course Grading Components:

Sports Knowledge Quizzes	20%
Speaker Quizzes	15%
Work In Sports Certificates	40%
Final Essay	25%

Sports Knowledge Quizzes:

At the start of every class, we will have a short quiz that will focus on current sports issues and events. In order to be able to work in sports, it is essential that you keep up with events in the sports world including scores, retirements, controversies, trending topics, sports network

changes, and breaking news. These quizzes will include multiple questions and will also be used as a means to track attendance.

It is important that students pay attention to the sports world through traditional media as well as digital media to be up-to-date.

Speaker Quizzes:

We will have THREE quizzes during the semester based on our discussions with class speakers. These 10-question quizzes will focus on the behind-the-scenes world of sports media and the advice given by guest speakers.

Work In Sports Certificates:

Students must complete TWO Work In Sports certificates (Gaining the RIGHT Experience for Your Sports Career & Building and Maintaining Your Sports Industry Network). These courses will provide instruction on careers in sports as well as professional networking and career building. Upon completion of the course, you will be prompted to promote your achievement of receiving a certificate of completion. Share your new certificate of completion on your LinkedIn account. Take a screenshot of your certificate and email it to your professor for full credit by the assigned date of completion. More details will be included in Canvas on this assignment.

Final Essay:

Students will integrate the knowledge gained from the Work In Sports courses and guest speakers during the semester to write a THREE to FIVE page *Career Perspective Paper* that outlines their career aspirations in sports.

Students in this course will spend the semester learning about various sports media industries and will be able to use this information to develop a personal assessment of their potential to achieve a career in sports.

Students are expected to (1) outline their career goals, (2) how they will achieve their goals, and (3) the pitfalls and roadblocks they may encounter along the way.

Students should think of this paper as a knowledge-based essay of how they will achieve their ultimate goal of working sports and what they need to do to achieve this goal.

Students **must** include references to the online courses as well as guest speakers to demonstrate thoughtful consideration of their future careers. Discuss content **BOTH** Work In Sports Courses in your final paper and at least **THREE** speakers.

NOTE: If by the end of the semester you determine that you are no longer interested in a career in sports, the courses and speakers will still provide suggestions and recommendations you can use in a different field. Use this knowledge and apply it to your paper.

The paper should be double-spaced, with 1 inch margins, No Spacing, in Times New Roman, with a 12 point font that answers all the questions above.

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

Grading Scale

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(63-66)
D-	(60-62)
E	(below 60)

University Policy on Accommodating Students with Disabilities:

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Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

U Matter, We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter,

We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

Course Evaluation:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code.

On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students’ responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others’ ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one’s own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student’s responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Guest Speakers:

Be respectful to **ALL** guests coming into class: Whether these professionals are in-person or speaking to us via Skype, it is important to give them your full attention and be on time to class. Do not show up late as it causes disruption to the class and shows a lack of respect for the guest speaker who is taking time out of their busy schedule to share their expertise, insights, and thoughts with you. This also means not talking during class while we have a guest speaker. It is very disrespectful to the guest speaker to see or hear students talking while they are taking the time to speak to our class.

Before each speaker talks to our class, check the schedule which lists their names and Twitter handles. Learn about the speakers and come prepared with questions.

If you become excessively disruptive during a guest speaker, you will receive a ZERO on your Sports Knowledge Quiz for that day.

Course Calendar

The goal is that each week we will have a different guest speaker and former Gator speak to the class either in-person or over Skype to discuss their career in sports. We will also have a weekly Sports Knowledge Quiz. In the event a speaker has to cancel at the last minute, we will spend the class time discussing opportunities to work and network in sports.

Speakers will be announced in advance (either in the syllabus or an announcement in Canvas).

You are expected to follow the speaker on Twitter before they speak to the class

*** NOTE: schedule permitting, the goal is for readings to match the specialty of each week's guest speaker

Week One: 1/7

Introduction to the course, discussion of syllabus, and brief discussion of careers in sports and media and the Sports Journalism Track

Guest Speaker: Eric Esterline, [@EricEsterline](#) & Steven Dolan

Week Two: 1/14

Sports and media opportunities at UF

Guest Speaker: Dennis Black [@DBlack_14](#), Bruce Floyd [@brucefloyd](#), & Scott Snyder [@tvSPORTproducer](#)

Week Three: 1/21

Sports and Social Media

Guest Speaker: Missy Perez, [@missyperez](#)

Week Four: 1/28

Working for a Team

Guest Speaker: Taryn Bray, [@TarynBray](#)

**Week Five: 2/4
Player Development**

Guest Speaker: Annelie Schmittel, [@ItsMeAnnelie](#)

**Week Six: 2/11
Sports Entrepreneurship**

Guest Speaker: Neil Blackmon, [@nwblackmon](#)

FIRST SPEAKERS QUIZ

**Week Seven: 2/18
Sports Production**

Guest Speaker: Zac Blobner, [@ZacOnTheMic](#)

**Week Eight: 2/25
Sports PR**

Guest Speaker: Angela Tegnalia, [@AngelaTegnalia](#)

Work In Sports Certificate Due: Gaining the RIGHT Experience for Your Sports Career

Week Nine: 3/3

SPRING BREAK

**Week Ten: 3/10
Owning your own sports business**

Guest Speaker: Adam Bornstein, [@BornFitness](#)

**Week Eleven: 3/17
Athletic Apparel**

Guest Speaker: Kaitlin Frehling, [@kfhreling](#)

SECOND SPEAKERS QUIZ

Week Twelve: 3/24
Sports writing

Guest Speaker: Richard Johnson, [@RJ_Writes](#)

Week Thirteen: 3/31
Sports Reporting

Guest Speaker: Ben Murphy, [@BenMurphyTV](#)

Week Fourteen: 4/7
Sports Content Creation

Guest Speaker: Nikko Tan, [@TheNikkoTan](#)

Work In Sports Certificate Due: Building and Maintaining Your Sports Industry Network

Week Fifteen: 4/14
The Face of a Team

Guest Speaker: Tori Petry, [@sportstori](#)

FINAL ESSAY DUE AT START OF CLASS

Week Sixteen: 4/21
Sports and Celebrity

Guest Speaker: Scooter Magruder, [@ScooterMagruder](#)

THIRD SPEAKERS QUIZ